



The U.S. Environmental Protection Agency's **ENERGY STAR® Program** promotes the use of high-efficiency technologies and equipment. ENERGY STAR labeled homes use at least 30% less energy than homes built to meet the national Model Energy Code while maintaining or improving indoor air quality. These fact sheets are designed to help consumers learn more about the energy-efficient improvements to their ENERGY STAR labeled homes.

POSITIONING AN ENERGY STAR® LABELED HOME FOR HIGH RESALE

ENERGY STAR LABELED HOME "BRAND NAME" VALUE

Although selling your home in the future is often one of the last items to think about when buying a new home, it is important to recognize that an ENERGY STAR labeled home can be positioned for higher resale value. Follow these three simple steps to optimize your financial investment:

STEP 1: SAVE KEY INFORMATION

Your ENERGY STAR labeled home differs from less efficient homes. Emphasizing these differences can help you negotiate a higher selling price.

Save your utility bills. Low utility bills help document your home's low ownership cost. Studies show that homes with lower energy bills realize impressive gains in resale value. Start saving your bills in a file or noting your monthly payments on a tracking sheet as soon as you move into your ENERGY STAR labeled home.

Save your ENERGY STAR Fact Sheets. The fact sheets included in this package cover a wide range of energy efficiency features. Save the sheets relevant to your ENERGY STAR labeled home and use them as a sales tool to explain your home's added value.

Save your ENERGY STAR Calc Cash-Flow Summary.

Most ENERGY STAR labeled home builders have software called ENERGY STAR Home Calc that evaluates the "real cost" of owning a home: the monthly mortgage and monthly utility bills. Typically, Home Calc evaluations show how ENERGY STAR labeled homes cost less to own every month where the monthly utility savings exceed any small increment in the monthly mortgage to pay for extra energy features. Thus, every month, your home can provide you with a profitable return. Your prospective buyers should see this information as well, especially where verified or made even more

impressive by your actual utility bills.

Save your ENERGY STAR labeled home Certificate.

Every ENERGY STAR labeled home comes with a certificate customized for its specific address. Over time, look for an increasing number of prospective homebuyers to recognize the added value and lower cost associated with the ENERGY STAR brand name.

Save your Home Energy Rating. Typically, a home energy rater evaluates a home to verify its ENERGY STAR qualifications. These ratings provide a numerical score that differentiates your home. Ratings also provide useful information about energy use and expected energy bills. This rating represents the true "third-party" review process that went into your home before it was purchased from the builder.

STEP 2: PROVIDE MATERIALS TO YOUR REAL ESTATE AGENT AND APPRAISER

Once you make the decision to sell your home, everyone acting on your behalf needs to know that it has special value and cost advantages. Give relevant documents to your Realtor so he or she can better learn the benefits of your home. Ask them for ideas on how to use these materials in the selling process. Also make sure the appraiser understands these materials to more accurately assess the value of your home.

STEP 3: SHOWCASE MATERIALS DURING THE SALES PROCESS

Assemble the information saved from Step 1 in a file folder or box. Also consider labeling your home's key energy efficiency features, such as tight construction, improved insulation, advanced windows, tight ducts, high-efficiency equipment

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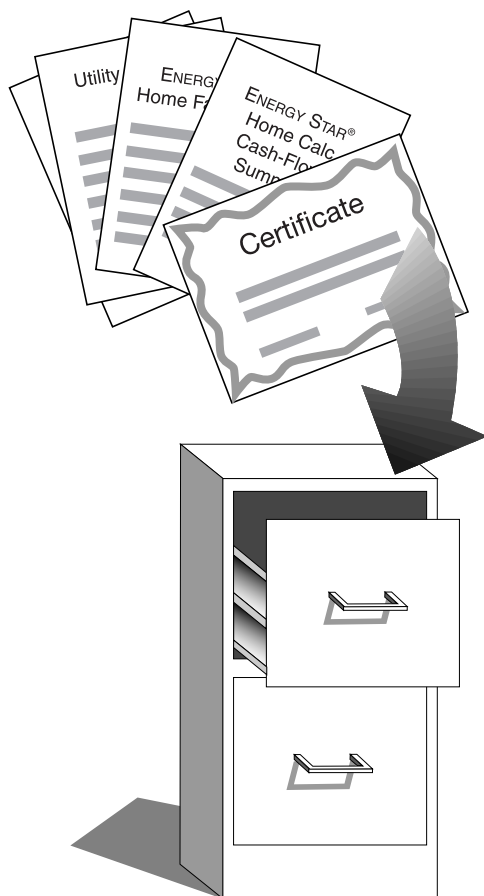
RESOURCES

The Consumer Guide to Home Energy Savings (Wilson and Morrill), 5th edition, 1996, available from the American Council for an Energy Efficient Economy at 510-549-9914

Homemade Money (Heede and the staff of RMI), 1995, available from the Rocky Mountain Institute at 970-927-3851

HOW TO POSITION YOUR HOME FOR HIGHER RESALE VALUE

STEP 1: SAVE KEY INFORMATION



STEP 2: PROVIDE MATERIALS TO YOUR REAL ESTATE AGENT AND APPRAISER



STEP 3: SHOWCASE MATERIALS DURING THE SALES PROCESS

